

Rep Order# 9849459 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 67621

Printed: 10/23/2012 3:18 PM
Last Received: 10/23/2012 2:49 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 2174
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2174
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Rep Order# 9849459 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 67621

Printed: 10/23/2012 8:57 AM
Last Received: 10/22/2012 1:35 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

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Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 13
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*13	TU-F,M	1230P-130P	YOUNG N RESTLESS	:30	\$650.00	10/23-10/29	2	1	2	\$1,300.00	
		Station Remark: V2 1x na 10/29 no time mg wed-fri 4-430p news ncir w/o 10/22										

---REPORT TOTALS---

Report Totals: 2 / \$1,300.00

---SALES MONTHLY TOTALS---

Oct 12: 53 / \$85,905.00 Nov 12: 7 / \$3,630.00
Sales Totals: 60 / \$89,535.00
Station Totals: 60 / \$89,535.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$223,838	CABL 0%	EKRC 0%	UNKN 60%	WBQC 0%	WCPC 0%
		WKRC 40%	WLWT 0%	WSTR 0%	WXIX 0%	

Books null

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Monday, October 22, 2012 2:55 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Obama/D/President - 67621

Station: WKRC-TV

Order Information:

Order #: 67621
Order Total: \$89,535.00
Agency: Greer Margolis Mitchell
Advertiser: Obama/D/President
Product: OBAMA ADD TO SKED A
Alternate Order #: 09849459
Estimate #: 2174
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67621-12-1):

Rate: \$650.00
Air Date: Mon 10/29/12
Eligible Days: MTWTF---
Inventory Code: Young & the Restless
Inventory Description: Young & the Restless
Inventory Code Time: 12:30 PM-1:30 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: No Avail

*1x Wed Fri 4-4:30P
w/o 10/22 NM*

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 67621												
Line: 1												
10/23/12	Tuesday	1:36:12 XM	:30	\$30.00	OFA12G	430-5a News	4:30 XM-5:00 XM	OBAMA ADD TO SKED /2174		P-4	2	MWASH-
10/24/12	Wednesday	1:30:06 XM	:30	\$30.00		430-5a News	4:30 XM-5:00 XM	OBAMA ADD TO SKED /2174		P-4	1	MWASH-
10/25/12	Thursday	1:36:27 XM	:30	\$30.00		430-5a News	4:30 XM-5:00 XM	OBAMA ADD TO SKED /2174		P-4	4	MWASH-
10/29/12	Monday	1:46:18 XM	:30	\$30.00		430-5a News	4:30 XM-5:00 XM	OBAMA ADD TO SKED /2174		P-4	3	MWASH-
											\$120.00	4
Line: 2												
10/28/12	Sunday	1:44:48 XM	:30	\$30.00		430-5a News	4:30 XM-5:00 XM	OBAMA ADD TO SKED /2174		P-4	2	MWASH-
10/28/12	Sunday	1:36:42 XM	:30	\$30.00		430-5a News	4:30 XM-5:00 XM	OBAMA ADD TO SKED /2174		P-4	3	MWASH-
10/28/12	Sunday	1:24:00 XM	:30	\$30.00		430-5a News	4:30 XM-5:00 XM	OBAMA ADD TO SKED /2174		P-4	1	MWASH-
											\$90.00	3
Line: 3												
10/24/12	Wednesday	5:06:12 AM	:30	\$500.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
10/25/12	Thursday	5:06:42 AM	:30	\$500.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA ADD TO SKED /2174		P-2	3	MWASH-
10/29/12	Monday	5:05:12 AM	:30	\$500.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA ADD TO SKED /2174		P-2	1	MWASH-
											\$1,500.00	3
Line: 4												
10/23/12	Tuesday	5:51:24 AM	:30	\$500.00	OFA-12-	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
10/24/12	Wednesday	5:42:37 AM	:30	\$500.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA ADD TO SKED /2174		P-2	3	MWASH-
10/29/12	Monday	5:43:37 AM	:30	\$500.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA ADD TO SKED /2174		P-2	1	MWASH-
											\$1,500.00	3
Line: 5												
10/24/12	Wednesday	6:28:29 AM	:30	\$600.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 A	OBAMA ADD TO SKED /2174		P-2	3	MWASH-
10/25/12	Thursday	6:28:44 AM	:30	\$600.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 A	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
10/29/12	Monday	6:21:28 AM	:30	\$600.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 A	OBAMA ADD TO SKED /2174		P-2	1	MWASH-
											\$1,800.00	3
Line: 6												
10/23/12	Tuesday	7:59:11 AM	:30	\$450.00	OFA-12-	CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
10/24/12	Wednesday	7:54:00 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED /2174		P-2	4	MWASH-
10/26/12	Friday	7:37:20 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED /2174		P-2	3	MWASH-
10/29/12	Monday	7:58:56 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED /2174		P-2	1	MWASH-
											\$1,800.00	4
Line: 7												
10/27/12	Saturday	8:24:24 AM	:30	\$750.00		CBS This Morning Satu	(8:00:00 AM-10:00:00	OBAMA ADD TO SKED /2174		P-1	1	MWASH-
											\$750.00	1
Line: 8												
10/23/12	Tuesday	9:59:11 AM	:30	\$350.00	OFA12GM-F	9a-10a	9:00 AM-10:00 AM	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
10/26/12	Friday	9:42:40 AM	:30	\$350.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA ADD TO SKED /2174		P-2	1	MWASH-
											\$700.00	2
Line: 9												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 67621												
Line: 9												
10/23/12	Tuesday	:31:50 AM	:30	\$350.00	OFA-12-	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
10/24/12	Wednesday	:31:50 AM	:30	\$350.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA ADD TO SKED /2174		P-2	1	MWASH-
											2	
Line: 10												
10/26/12	Friday	:28:41 AM	:30	\$1,400.00		The Price is Right	11:00 AM-12:00 PM	OBAMA ADD TO SKED /2174		P-1	2	MWASH-
10/29/12	Monday	:59:26 AM	:30	\$1,400.00		The Price is Right	11:00 AM-12:00 PM	OBAMA ADD TO SKED /2174		P-1	1	MWASH-
											2	
Line: 11												
10/26/12	Friday	:08:22 PM	:30	\$725.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA ADD TO SKED /2174		P-2	1	MWASH-
10/29/12	Monday	:22:04 PM	:30	\$725.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
											2	
Line: 12												
10/24/12	Wednesday	:29:11 PM	:30	\$650.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
											1	
Line: 13												
10/25/12	Thursday	:29:26 PM	:30	\$650.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
10/25/12	Thursday	:59:26 PM	:30	\$650.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA ADD TO SKED /2174		P-2	1	MWASH-
											2	
Line: 14												
10/24/12	Wednesday	:59:11 PM	:30	\$550.00		The Talk	2:00 PM-3:00 PM	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
10/29/12	Monday	:59:11 PM	:30	\$550.00		The Talk	2:00 PM-3:00 PM	OBAMA ADD TO SKED /2174		P-2	1	MWASH-
											2	
Line: 15												
10/23/12	Tuesday	:28:36 PM	:30	\$900.00	OFA-12-	Let's Make a Deal	3:00 PM-4:00 PM	OBAMA ADD TO SKED /2174		P-1	1	MWASH-
10/24/12	Wednesday	:58:32 PM	:30	\$900.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA ADD TO SKED /2174		P-1	2	MWASH-
											2	
Line: 16												
10/24/12	Wednesday	:27:31 PM	:30	\$650.00		4p Local 12 News at Fo	4:00:00 PM-5:00:00 PM	OBAMA ADD TO SKED /2174		P-2	3	MWASH-
10/25/12	Thursday	:20:51 PM	:30	\$650.00		4p Local 12 News at Fo	4:00:00 PM-5:00:00 PM	OBAMA ADD TO SKED /2174		P-2	1	MWASH-
10/29/12	Monday	:29:26 PM	:30	\$650.00		4p Local 12 News at Fo	4:00:00 PM-5:00:00 PM	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
											3	
Line: 17												
10/23/12	Tuesday	:03:23 PM	:30	\$850.00	OFA-12-	5p Local 12 News at Fiv	5:00:00 PM-5:27:00 PM	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
10/25/12	Thursday	:04:33 PM	:30	\$850.00		5p Local 12 News at Fiv	5:00:00 PM-5:27:00 PM	OBAMA ADD TO SKED /2174		P-2	1	MWASH-
											2	
Line: 18												
10/24/12	Wednesday	:42:37 PM	:30	\$900.00		5p Local 12 News at Fiv	5:30:00 PM-6:00:00 PM	OBAMA ADD TO SKED /2174		P-2	2	MWASH-
10/25/12	Thursday	:34:51 PM	:30	\$900.00		5p Local 12 News at Fiv	5:30:00 PM-6:00:00 PM	OBAMA ADD TO SKED /2174		P-2	3	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 67621												
Line: 18												
10/29/12	Monday	5:50:53 PM	:30	\$900.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA ADD TO SKED /2174		P-2	1	MWASH
											3	
Line: 19												
10/29/12	Monday	5:56:21 PM	:30	\$3,000.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	OBAMA ADD TO SKED /2174		P-1	1	MWASH
											1	
Line: 20												
10/26/12	Friday	5:29:11 PM	:30	\$1,500.00		CBS Evening News	(6:30 PM-7:00 PM)	OBAMA ADD TO SKED /2174		P-2	1	MWASH
											1	
Line: 21												
10/29/12	Monday	7:11:42 PM	:30	\$2,500.00		M-F 7p-730p	(7:00 PM-7:30 PM)	OBAMA ADD TO SKED /2174		P-1	1	MWASH
											1	
Line: 22												
10/24/12	Wednesday	7:42:22 PM	:30	\$3,000.00		M-F 730p-8p	(7:27 PM-8:00 PM)	OBAMA ADD TO SKED /2174		P-1	1	MWASH
											1	
Line: 23												
10/27/12	Saturday	7:49:45 PM	:30	\$350.00		Sa Prime Access Rotat	(6:57 PM-7:57 PM)	OBAMA ADD TO SKED /2174		P-3	1	MWASH
											1	
Line: 24												
10/28/12	Sunday	11:18:54 PM	:30	\$2,500.00		11p M-Su Local 12 New	(11:00 PM-11:35 PM)	OBAMA ADD TO SKED /2174		P-2	2	MWASH
10/29/12	Monday	11:04:53 PM	:30	\$2,500.00		11p M-Su Local 12 New	(11:00 PM-11:35 PM)	OBAMA ADD TO SKED /2174		P-2	1	MWASH
											2	
Line: 25												
10/26/12	Friday	11:46:15 PM	:30	\$750.00		Letterman	(11:36 PM-12:36 XM)	OBAMA ADD TO SKED /2174		P-2	1	MWASH
											1	
Line: 26												
10/24/12	Wednesday	12:49:05 XM	:30	\$175.00		Late Late Show	(12:36 XM-1:36 XM)	OBAMA ADD TO SKED /2174		P-2	1	MWASH
											1	
Line: 27												
10/24/12	Wednesday	10:40:38 PM	:30	\$3,200.00		Wed Reg 2	(9:00 PM-10:00 PM)	OBAMA ADD TO SKED /2174		P-3	1	MWASH
											1	
Line: 28												
10/25/12	Thursday	10:19:47 PM	:30	\$10,000.00		Thu Reg 2	(9:00 PM-10:00 PM)	OBAMA ADD TO SKED /2174		P-1	1	MWASH
											1	
Line: 29												
10/26/12	Friday	10:29:00 PM	:30	\$8,500.00		Fri Reg 3	(10:00 PM-11:00 PM)	OBAMA ADD TO SKED /2174		P-1	1	MWASH
											1	
Line: 30												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 67621												
Line: 30												
10/28/12	Sunday	4:44:32 PM	:30	\$7,500.00		Sun Reg 4	10:00 PM-11:00 PM	OBAMA ADD TO SKED /2174		P-2	1	MWASH
											1	
Line: 31												
10/28/12	Sunday	1:18:42 PM	:30	\$9,500.00		NFL Regular Season	1:00 PM-7:00 PM	OBAMA ADD TO SKED /2174		P-2	2	MWASH
10/28/12	Sunday	2:58:56 PM	:30	\$9,500.00		NFL Regular Season	1:00 PM-7:00 PM	OBAMA ADD TO SKED /2174		P-2	1	MWASH
											2	
Line: 32												
10/25/12	Thursday		:30	\$650.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA ADD TO SKED /2174		P-2	1	MWASH
											1	
											60	
											60	
											60	
											60	
											60	

[Filtered by:] [Sorted by: Station]